

CLAIMS

1 1. An apparatus comprising:
2 a CPU;
3 a memory coupled to the CPU;
4 an advertising optimization mechanism residing in the memory and being
5 executed by the CPU, the advertising optimization mechanism iteratively
6 modifying and scoring a base advertising schedule in order to achieve an optimal
7 advertising schedule.

1 2. The apparatus of claim 1 further comprising a graphical user interface with a
2 plurality of icons which provide a plurality of choices for advertising
3 optimization.

1 3. The system of claim 1 further comprising at least one index residing in the
2 memory and cooperating with the the advertising optimization mechanism to
3 iteratively modify and score the base advertising schedule.

1 4. The apparatus of claim 3 wherein the at least one index comprises at least one of
2 an exposure valuation index, an audience valuation index, an exposure recency
3 index, a response index and a cost index.

1 5. The apparatus of claim 1 further comprising a database mining engine residing in
2 the memory.

1 6. The apparatus of claim 5 wherein the database mining engine further comprises a
2 plurality of Boolean filters used to screen the plurality of person-by-person
3 records contained in the database.

1 7. The apparatus of claim 1 further comprising a data conversion mechanism
2 residing in the memory.

1 8. The apparatus of claim 7 wherein the data conversion mechanism comprises a
2 mechanism to convert data from a first data format to a second data format.

1 9. The apparatus of claim 8 wherein the first data format is a plurality of television
2 viewing records received from A.C. Nielsen and the second data format is a
3 binary representation of the plurality of television viewing records.

1 10. The system of claim 1 further comprising a plurality of indices residing in the
2 memory and cooperating with the the advertising optimization mechanism to
3 iteratively modify and score the base advertising schedule.

1 11. The apparatus of claim 3 wherein the plurality of indices comprises at least two of
2 an exposure valuation index, an audience valuation index, an exposure recency
3 index, a response index and a cost index.

1 12. A computer system for optimizing an advertising schedule, the computer system
2 comprising:

3 a CPU;

4 a memory coupled to the CPU;

5 a database residing in the memory, the database containing a plurality of person-
6 by-person data files, the plurality of person-by-person data;

7 a database mining engine residing in the memory;

8 a data conversion mechanism residing in the memory, the data conversion
9 mechanism comprising a mechanism for converting data from a first data format
10 to a second data format; and

11 a graphical user interface residing in the memory and being executed by the CPU,
12 wherein the graphical user interface provides a plurality of choices for optimizing
13 the advertising schedule according to a plurality of indices.

1 13. The computer system of claim 12 wherein the first data format is a plurality of
2 television viewing records received from A.C. Nielsen and the second data format
3 is a binary representation of the plurality of television viewing records.

1 14. The computer system of claim 12 wherein the plurality of indices includes an
2 exposure valuation index, an audience valuation index, an exposure recency
3 index, a response index and a cost index.

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1 15. A program product comprising:
2
3 an advertising optimization mechanism, the advertising optimization mechanism
4 iteratively modifying a base advertising schedule to achieve an optimal
5 advertising schedule; and
6
7 signal bearing media bearing the advertising optimization mechanism.

1 16. The program product of claim 16 wherein the signal bearing media comprises
2 transmission media.

1 17. The program product of claim 16 wherein the signal bearing media comprises
2 recordable media.

1 18. The program product of claim 16 further comprising a plurality of indices which
2 are utilized by the advertising optimization mechanism to iteratively modify the
3 base advertising schedule.

1 19. The program product of claim 18 wherein the plurality of indices comprises an
2 exposure valuation index, an audience valuation index, an exposure recency
3 index, a response index and a cost index.

1 20. The program product of claim 15 further comprising a data conversion
2 mechanism, the data conversion mechanism comprising a mechanism for
3 converting data from a first data format to a second data format.

1 21. The program product of claim 20 wherein the first data format is a plurality of
2 television viewing records received from A.C. Nielsen and the second data format
3 is a plurality of variable length records which describe changes in media-related
4 access data for a target audience.

1 22. The program product of claim 20 wherein the first data format is a plurality of
2 television viewing records received from A.C. Nielsen and the second data format
3 is a binary representation of the plurality of television viewing records.

1 23. A method for advertising optimization, the method comprising the step of
2 iteratively modifying a base advertising schedule according to at least one of a
3 plurality of indices in order to achieve an optimal advertising schedule.

1 24. The method of claim 23 wherein the plurality of indices comprises an exposure
2 valuation index, an audience valuation index, an exposure recency index, a
3 response index and a cost index.

1 25. The method of claim 23 wherein the step of iteratively modifying a base
2 advertising schedule comprises using a weighted effective frequency method to
3 score and compare a plurality of possible alternative advertising schedules.

1 26. The method of claim 25 wherein the step of scoring and comparing a plurality of
2 possible alternative advertising schedules comprises the step of assigning a value
3 to a modified advertising campaign based on previous or anticipated individual or
4 collective advertising exposure.

1 27. The method of claim 23 wherein the step of iteratively modifying a base
2 advertising schedule comprises using a time weighted effective frequency method
3 to score and compare a plurality of possible alternative advertising schedules.

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- 1 28. A computer-implemented method, the method comprising the steps of:
- 2 (a) providing an advertising campaign containing a plurality of advertising
- 3 spots;
- 4 (b) identifying one of the plurality of advertising spots as a least valuable
- 5 advertising spot;
- 6 (c) removing the least valuable advertising spot from the advertising
- 7 campaign;
- 8 (d) identifying a plurality of alternative options to add to the advertising
- 9 campaign;
- 10 (e) selecting one of the plurality of alternative options and adding the selected
- 11 alternative option to the advertising campaign to achieve a modified
- 12 advertising campaign;
- 13 (f) scoring the modified advertising campaign; and
- 14 (g) repeating steps b, c, d, e, and f in order to achieve an optimal advertising
- 15 schedule.

1 29. The method of claim 28 wherein the step of scoring the modified advertising
2 campaign comprises the step of using a weighted effective frequency method to
3 score the modified advertising campaign.

1 30. The method of claim 28 wherein the step of scoring the modified advertising
2 campaign comprises the step of using a time weighted effective frequency method
3 to score the modified advertising campaign.

1 31. The method of claim 28 wherein the step of scoring the modified advertising
2 campaign comprises the step of using at least one index to score the modified
3 advertising campaign.

1 32. The method of claim 31 wherein the step of scoring the modified advertising
2 campaign using at least one index to score the modified advertising campaign
3 comprises the step of using a plurality of indices to score the modified advertising
4 campaign.

1 33. The method of claim 32 wherein the step of scoring the modified advertising
2 campaign using a plurality of indices comprises the step of using at least two of an
3 exposure valuation index, an audience valuation index, an exposure recency
4 index, a response index and a cost index to score the modified advertising
5 campaign.

1 34. The method of claim 33 further comprising the step of using a series of product
2 usage data as an input for the response index.

1 35. A graphical user interface comprising at least one icon which accesses a plurality
2 of person-by-person records contained in a database via a database mining engine
3 and presents at least one advertising optimization choice to a user of the graphical
4 user interface.

1 36. The graphical user interface of claim 35 further comprising a scoring mechanism
2 which provides a score for an advertising campaign based on a plurality of
3 indices.

1 37. The graphical user interface of claim 36 wherein the scoring mechanism uses a
2 plurality of indices to score the advertising campaign.

1 38. The graphical user interface of claim 37 wherein the plurality of indices
2 comprises at least two of an exposure valuation index, an audience valuation
3 index, an exposure recency index, a response index and a cost index.

1 39. A computer system with a graphical user interface comprising:
2 a CPU;
3 a memory coupled to the CPU;
4 a database residing in the memory, the database comprising a plurality of person-
5 by-person media-related records which describe a series of choices and decisions
6 made by an identified sample audience in relation to a media vehicle;
7 a database mining engine residing in the memory and being executed by the CPU;
8 and
9 at least one icon which accesses the plurality of person-by-person records
10 contained in the database via the database mining engine and presents at least one
11 advertising optimization choice to a user of the graphical user interface.

1 40. The computer system of claim 39 further comprising a scoring mechanism
2 residing in the memory, the scoring mechanism providing a score for an
3 advertising campaign.

1 41. A computer system for analyzing data and optimizing an advertising schedule, the
2 system comprising:

3 a CPU;

4 a memory coupled to the CPU;

5 a database residing in the memory, the database comprising a plurality of person-
6 by-person records which describe a series of television choices and decisions
7 made by an identified sample audience;

8 a database mining engine residing in the memory, the database mining engine
9 comprising a plurality of Boolean filters used to screen the plurality of person-by-
10 person records contained in the database; and

11 a graphical user interface residing in the memory and being executed by the CPU,
12 wherein the user interface accesses the person-by-person records in the database
13 via the database mining engine and iteratively optimizes the advertising schedule
14 using a predetermined method.

1 42. The computer system of claim 41 wherein the predetermined method is a
2 weighted effective frequency method.

1 43. The computer system of claim 41 wherein the predetermined method is a time
2 weighted effective frequency method.

1 44. The computer system of claim 41 further comprising a data conversion
2 mechanism, the data conversion mechanism comprising a mechanism for
3 converting data from a first data format to a second data format.

1 45. The computer system of claim 44 wherein the first data format is a plurality of
2 television viewing records received from A.C. Nielsen and the second data format
3 is a binary representation of the plurality of television viewing records.

1 46. A method of calculating a ratio, the method comprising the steps of:
2
3 generating a first media-related exposure value;
4 generating a second media-related exposure value; and
5 combining the first and second media-related exposure values to create the ratio.

1 47. The method of claim 46 wherein the step of combining the first and second
2 media-related exposure values to create the media analysis ratio comprises the
3 step of dividing the first media-related exposure value by the second media-
4 related exposure value.

1 48. The method of claim 46 wherein the step of generating the first media-related
2 exposure value comprises the step of selecting a subset of person-by-person
3 media-related access data from a database.

1 49. The method of claim 46 wherein the step of generating the second media-related
2 exposure value comprises the step of selecting a subset of person-by-person
3 media-related access data from a database.

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- 1 50. A method of calculating a media analysis ratio, the method comprising the steps
- 2 of:
- 3 selecting a subset of person-by-person media-related access data from a database
- 4 thereby generating a first media-related exposure value;
- 5 selecting a subset of person-by-person media-related access data from the
- 6 database thereby generating a second media-related exposure value; and
- 7 dividing the first media-related exposure value by the second media-related
- 8 exposure value to create the media analysis ratio.

1 51. A method of scoring an advertisement, the method comprising the steps of:
 2 scoring each of a plurality of individual exposures to the advertisement to
 3 determine a value for each of the plurality of individual exposures; and
 4 combining the values determined for each of the plurality of individual exposures
 5 to achieve an overall score for the advertisement.

1 52. The method of claim 51 wherein the step of scoring each of the plurality of
 2 individual exposures to an advertisement to determine a value for each of the
 3 plurality of individual advertising exposures comprises the step of using a
 4 plurality of factors in combination to score each of the plurality of individual
 5 exposures to an advertisement.

1 55. The computer system of claim 54 wherein the mechanism for evaluating a
2 plurality of alternative advertising options comprises a mechanism for distributing
3 advertisements over time and space based on actual or anticipated individual or
4 collective advertising exposure.

1 56. The computer system of claim 54 wherein the mechanism for evaluating a
2 plurality of alternative advertising options comprises a mechanism for assigning
3 advertising response values to a plurality of media alternatives.

1 57. The computer system of claim 54 wherein the mechanism for evaluating a
2 plurality of alternative advertising options comprises a mechanism for assigning
3 costs to the plurality of alternative advertising options based on time or space
4 boundaries for the purpose of scoring the plurality of alternative advertising
5 options.

1 58. The computer system of claim 54 wherein the mechanism for evaluating a
2 plurality of alternative advertising options comprises a mechanism for assigning
3 individual exposure values to the plurality of alternative advertising options
4 according to the value of at least one of a plurality of individual demographic
5 measurements.

1 59. The computer system of claim 58 wherein the mechanism for assigning individual
2 exposure values comprises a mechanism for displaying the individual exposure
3 values of the at least one of a plurality of individual demographic measurements.

1 60. The computer system of claim 54 wherein the mechanism for evaluating a
2 plurality of alternative advertising options comprises a mechanism for displaying
3 the estimated influence of advertising messages based on the declining influence
4 of advertising over time.

1 61. The computer system of claim 54 wherein the mechanism for evaluating a
2 plurality of alternative advertising options comprises a mechanism for displaying
3 the estimated influence of advertising messages based accumulated advertising
4 messages over time.

1 62. The computer system of claim 54 wherein the mechanism for evaluating a
2 plurality of alternative advertising options comprises a mechanism for assigning
3 advertising value to multiple levels of advertising exposure based on frequency of
4 exposure.

1 63. The computer system of claim 62 wherein the mechanism for assigning
2 advertising value to multiple levels of advertising exposure based on frequency of
3 exposure further comprises a mechanism for displaying the assigned advertising
4 values.

1 64. The computer system of claim 62 wherein the mechanism for assigning
2 advertising value to multiple levels of advertising exposure based on frequency of
3 exposure comprises a mechanism for assigning advertising value to multiple
4 levels of advertising exposure based on actual or anticipated exposure to an
 advertisement.

65. A method for comparatively scoring a plurality of advertising options comprising the step of using a graphical user interface to evaluate a plurality of alternative advertising options.

1 66. The method of claim 65 wherein the step of using a graphical user interface to
2 evaluate a plurality of alternative advertising options comprises the step of
3 distributing advertisements over time and space based on actual or anticipated
4 individual or collective advertising exposure.

1 67. The method of claim 65 wherein the step of using a graphical user interface to
2 evaluate a plurality of alternative advertising options comprises the step of
3 assigning advertising response values to a plurality of media alternatives.

1 68. The method of claim 65 wherein the step of using a graphical user interface to
2 evaluate a plurality of alternative advertising options comprises the step of
3 assigning costs to the plurality of alternative advertising options based on time or
4 space boundaries to score each of the plurality of alternative advertising options.

1 69. The method of claim 65 wherein the step of using a graphical user interface to
2 evaluate a plurality of alternative advertising options comprises the step of
3 assigning individual exposure values to each of the plurality of alternative
4 advertising options according to the value of at least one of a plurality of
5 individual demographic measurements.

1 70. The computer system of claim 69 wherein the step of assigning individual
2 exposure values to each of the plurality of alternative advertising options
3 according to the value of at least one of a plurality of individual demographic
4 measurements comprises the step of displaying the individual exposure values of
5 the at least one of a plurality of individual demographic measurements.

1 71. The method of claim 65 wherein the step of using a graphical user interface to
2 evaluate a plurality of alternative advertising options comprises the step of
3 displaying the estimated influence of advertising messages based on the declining
4 influence of advertising over time.

1 72. The method of claim 65 wherein the step of using a graphical user interface to
2 evaluate a plurality of alternative advertising options comprises the step of
3 displaying the estimated influence of advertising messages based accumulated
4 advertising messages over time.

1 73. The method of claim 65 wherein the step of using a graphical user interface to
2 evaluate a plurality of alternative advertising options comprises the step of
3 assigning advertising value to multiple levels of advertising exposure based on
4 frequency of exposure.

1 74. The method of claim 73 wherein the step of assigning advertising value to
2 multiple levels of advertising exposure based on frequency of exposure comprises
3 the step of displaying the assigned advertising values.

1 75. The method of claim 73 wherein the step of assigning advertising value to
2 multiple levels of advertising exposure based on frequency of exposure comprises
3 the step of assigning advertising value to multiple levels of advertising exposure
4 based on actual or anticipated exposure to an advertisement.

1 76. A method of calculating a score for an advertising spot, the method comprising
2 the steps of:

3 determining a separate value for each exposure of each of a plurality of audience
4 members to the advertising spot; and

5 summing the exposure values for each of the plurality of audience members to
6 calculate the score for the advertising spot.

1 77. The method of claim 76 wherein the step of determining a value for each exposure
2 of each of a plurality of audience members to the advertising spot comprises the
3 step of a using a weighted effective frequency method to determine a value for
4 exposing each of a plurality of audience members to the advertising spot.

1 78. The method of claim 76 wherein the step of determining a value for each exposure
2 of each of a plurality of audience members to the advertising spot comprises the
3 step of a using a time weighted effective frequency method to determine a value
4 for exposing each of a plurality of audience members to the advertising spot.

1 79. The method of claim 76 wherein the step of determining a value for each exposure
2
3 of each of a plurality of audience members to the advertising spot comprises the
4 step of a using predetermined formula to determine a value for each exposure of
5 each of a plurality of audience members to the advertising spot.

6 80. The method of claim 79 wherein the step of a using predetermined formula to
7 determine a value for each exposure of each of a plurality of audience members to
8 the advertising spot comprises the step of using the formula

$$S_b(a) = \sum_{i=1}^{N_a} \left[V_I^n(i) \times \prod_{d=1}^D V_A^d(i) \right] \times V_T(a) \times V_R(a) \div V_C(a)$$

9
10
11 to determine a value for each exposure of each of a plurality of audience members
12 to the advertising spot.

1 81. The method of claim 76 wherein the step of summing the exposure values for
2 each of the plurality of audience members to calculate the score for the advertising
3 spot comprises the step of using a using predetermined formula to sum the
4 exposure values for each of the plurality of audience members.

1 82. The method of claim 81 wherein the step of the step of using a using
2 predetermined formula to sum the exposure values for each of the plurality of
3 audience members comprises the step of using the formula

4
$$\sum_{i=1}^{N_a} \left[V_I^n(i) \times \prod_{d=1}^D V_A^d(i) \right]$$

5 to sum the exposure values for each of the plurality of audience members.

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